

CLAIMS

1. The use of a film with projecting and/or embedded anchoring elements for the predominantly mechanical, nondestructively reversible fixing of a coherent layer to a substrate, characterized in that the coherent layer is nonfibrous.
2. The use claimed in claim 1, characterized in that the coherent layer is applied to the film in liquid, preferably paste-like form and sets thereon to form a layer which is solid at the service temperature and which is nonadhesive or only slightly adhesive towards the film.
3. The use claimed in claim 1, characterized in that the film consists of or is coated with a material to which the coherent adhesive layer shows very little or no adhesion, the material consisting in particular of polyolefins, silicone or fluorine polymers.
4. The use claimed in claim 1, characterized in that the anchoring elements of the film have a length of at least 0.05 mm and preferably of at least 0.2 mm.
5. The use claimed in at least one of claims 1, 3 or 4, characterized in that the anchoring elements project from the plane of the film.
6. The use claimed in claim 5, characterized in that the anchoring elements of the film by virtue of their shape and/or their constituent material are so deformable that the nondeformable or substantially nondeformable coherent layer can be peeled off without more than 50% of the anchoring elements losing their ability to function or being torn off.
7. The use claimed in claim 6, characterized in that the anchoring elements consist of a readily deformable material which guarantees at least 30% recovery and more particularly of a plastic with a glass transition temperature below 25°C and preferably below 10°C, the anchoring elements most preferably consisting of polyethylene or polypropylene.
8. The use claimed in claim 6 or 7, characterized in that the anchoring elements have a shape with very few, if any, undercuts or voids and, more

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particularly, assume the shape of mushrooms with a ratio of the cross-sectional diameters of mushroom cap to stalk of $< 10:1$.

9. The use claimed in claim 6, characterized in that the anchoring elements of the films by virtue of their shape and/or their constituent material are not readily deformable although less than 50% lose their ability to function or are torn off during separation by virtue of the ready deformability of the coherent layer.

10. The use claimed in claim 6 or 9, characterized in that the anchoring elements consist of a material which is nondeformable or substantially nondeformable in the form of a thin layer with a thickness of 0.05 to 10 mm, showing less than 30% deformability in the case of resilient materials and less than 15% deformability in the case of no resilient materials.

11. The use claimed in claim 9 or 10, characterized in that the anchoring elements consist of metal, ceramic, glass or a thermoset or thermoplastic with a glass transition temperature of at least 0°C and preferably of at least 25°C .

12. The use claimed in claim 9, characterized in that the anchoring elements have a shape which allows them to slide out from the coherent layer and, more particularly, have no undercuts or voids that would hold back the nonfibrous coherent layer.

13. The use claimed in at least one of the preceding claims, characterized in that the coherent nonfibrous layer a) carries no other layer, i.e. for example is a plaster, paint, lacquer, sealing, road marking or PU foam layer, or b) carries another layer, i.e. in particular an adhesive layer is applied with good adhesion to a corresponding surface layer, the adhesive preferably having a glass transition temperature below 25°C in its set state and preferably being based on dispersion adhesives.

14. The use claimed in claim 13, characterized in that the other layer on the adhesive layer is a surface layer, more particularly a layer of tiles, wood blocks, wall coverings and plastic moldings.

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15. The use claimed in claim 1, characterized in that the films are fixed to the substrate by adhesives, nails or screws.

16. The use claimed in claim 1, characterized in that the substrate is a wall, ceiling or floor of a building or motor vehicle, such as a caravan.

5 17. The use claimed in claim 1, characterized in that the film is also mechanically fixed to the substrate by anchoring elements either directly or indirectly via a coherent nonfibrous layer, more particularly an adhesive layer, the adhesion to the substrate being at least 50% higher than that to the upper coherent nonfibrous layer or to the adhesive layer.

10 18. The use claimed in claim 17, characterized in that the coherent nonfibrous layer or the adhesive layer is the same on both sides of the film.

19. The use claimed in claim 1, characterized in that the film with the anchoring elements has holes which make up at most 10% of its total surface area.

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